Press release
May 2014

Flexible cooking with Smeg's new SIM562B induction hob

Smeg's new SIM562B induction hob

Award-winning appliance manufacturer Smeg's new SIM562B induction hob is incredibly versatile with a multi-zone cooking platform. Four induction zones include two zones on each side, which can be combined to create two multi-zone cooking areas, where auto pan recognition will adjust according to your pan size.

This tempered, black, ceramic glass hob features four independent boosters, which speed up cooking times with individual timers for each zone. Nine power levels with a quick setting allow for complete control when cooking and a visual display shows power levels, residual heat and countdown cooking times.

Joan Fraser, Smeg's product training and development manager says: "Our new SIM562B multi-zone induction hob has been designed for those who require more versatility from their induction hob. This hob is perfect for those who want additional control with the option of combining zones to create a larger cooking area which will accommodate a fish kettle or large casserole."

Smeg's SIM562B measures 58cmL x 58cmW and costs around £749.

Additional information:

Four full power induction zones:-
Front left, rear left, rear right and front right: each 1.8kW - turbo 2.2kW
Protection against auto start-up
Auto-stop when no pan
End of cooking acoustic alarm
Automatic switch off when overheat/overflow
Child safety lock

Nominal power: 7.2kW
Power supply required: Dedicated cooker circuit fused at 30Amp or a 32Amp circuit breaker

– Ends –

Notes to editors:

- Smeg was founded by Vittorio Bertazzoni Snr in 1948 when the company specialised in enamelling and metal working. The name, SMEG, is an acronym Smalterie Metallurgiche Emiliane Guastalla, which roughly translates as smelting and metal enamelling plant in Guastalla, Emilia.
- For stockist information, contact Smeg on 0844 557 9907 or visit www.smeguk.com
- For trade enquiries please call 0844 557 0070 or email sales@smeguk.com
- Smeg has recently won a prestigious silver award for its designer SFP140 Touch Controlled oven in the annual House Beautiful awards.
- Smeg UK'S product list: ovens, hobs, hoods, coffee machines, cookers, refrigerators, freezers, dishwashers, washing machines, dryers, sinks, taps, fires and accessories.
- Smeg UK is happy to provide appliances for shoots/TV appearances as long as the Smeg brand is clearly labelled/featured.
- The UK head office was established in 1989 and has been supplying premium domestic appliances throughout the UK for more than 20 years.
- Smeg UK's showroom and head office is based in Abingdon, Oxfordshire, and from here, they supply a range of more than 750 products across the UK.

For further information, please contact Kirsty Doolan at Homestyle PR:
T: 07581 080185
E: kirsty.doolan@homestylepr.com
W: www.homestylepr.com

Homestyle PR
Spreading the word